

ABSTRACT

A liquid crystal display device in which a frame of the image signal to be displayed is written into a liquid crystal display panel while a backlight is activated intermittently within one frame period so as to prevent blur injury arising when displaying motion pictures includes: sections and for variably controlling the illumination duration of the backlight based on the detected type of the image content to be displayed. This configuration makes it possible to appropriately control the image quality degradation caused by blur injury, stroboscopic effect and flickering, hence realize total image quality improvement.